In the Claims

1. (Original) A computerized method for dynamically selecting images for a markup language document comprising:

encoding an instruction in the markup language document, the instruction identifying a utility program that dynamically selects an image for insertion into the document;

preparing the markup language document for display;

invoking the utility program when the instruction is processed;

selecting a pre-determined number of images from a group of images, the pre-determined number being specified in the instruction; and

placing the pre-determined number of images in the markup language document at locations defined in the instruction.

2. (Original) The computerized method of claim 1, wherein the group of images comprises a gallery containing images available for display.

3. (Original) The computerized method of claim 1, wherein the group of images comprises a pool of images and further comprising:

choosing the images for the pool from a gallery containing images available for display using an administration tool.

4. (Original) The computerized method of claim 3, wherein choosing the images for the pool comprises:

obtaining filtering criteria;

identifying an image from the gallery based on the filtering criteria; and

adding the identified image to the pool.

5. (Original) The computerized method of claim 4 further comprising:

examining information associated with the image against a set of standards; and

discarding the image if the information does not meet the standards.

6. (Original) The computerized method of claim 4 further comprising:

deleting an image from the pool.

7. (Original) The computerized method of claim 1, wherein the markup language document is a web page and the instruction is a tag in a proprietary format.

8. (Original) The computerized method of claim 7, wherein the utility is invoked when the tag in the proprietary format is processed during a compile of the web page.

9. (Original) The computerized method of claim 7, wherein the proprietary format comprises:

<widget identifier, number of images, display parameters>.

10. (Original) The computerized method of claim 9, wherein the display parameters comprise a size parameter and a location parameter.

11. (Original) The computerized method of claim 7, wherein the proprietary format comprises:

<widget identifier, category identifier, number of images, display parameters>

12. (Original) The computerized method of claim 1 further comprising:

validating the pre-determined number of images against validation criteria; and

substituting a different image for an image that fails the validation.

13. (Original) A computer-readable medium having stored thereon executable instructions for causing a computer to perform a method for dynamically selecting images for a markup language document comprising:

determining a number of images to display in the markup language document;

obtaining a set of random numbers corresponding to the number of images;

retrieving images from a group of images using the set of random numbers; and

placing the retrieved images in the document.

14. (Original) The computer-readable medium of claim 13 having further executable instructions comprising:

validating the retrieved images against validation criteria; and

retrieving a replacement image from the group of images if a retrieved image fails the validation.

15. (Original) The computer-readable medium of claim 13 having further executable instructions comprising:

determining a location in the document for each of the retrieved images from an instruction embedded in the document.

16-18. (Cancelled)

19. (Original) A computer system comprising:

a processing unit;

a memory coupled to the processing unit through a system bus;

a computer-readable medium coupled to the processing unit through the system bus, and

an instruction embedded in a markup language document in the memory to cause the processing unit to execute a utility program from the computer-readable medium, wherein the utility program causes the processing unit to determine a number of images to display in the markup text document, select the number of images, and place the selected images in the markup language document.

20. (Original) The computer system of claim 19, wherein the utility program causes the processing unit to place the selected images in a location defined in the instruction.

21. (Original) The computer system of claim 19, wherein the instruction specifies the number of images to display.

22. (Original) The computer system of claim 19, wherein the computer-readable medium further comprises an administration program that causes the processing unit to create a group of images from which to select the number of images.

23. (Original) The computer system of claim 19, wherein the computer system is a web server and the markup language document is a web page.

24. (Original) The computer system of claim 23, wherein the web page contains images of items being auctioned on a web site hosted by the web server.